

# Kiwanis Park Management Plan

**SEPTEMBER 2020 VERSION**

Draft

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# Acknowledgements

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DRAFT

# I. Executive Summary

## A. Kiwanis Park & Recreation Center

Kiwanis Park is a unique facility within the Tempe park system. It is Tempe's first regional park, providing several distinct active and passive/open space recreation opportunities for the community. At 125 acres, the park's setting is focused around the 12.7-acre lake and is uncharacteristic for a Valley-area park with its unique undulating hills and rolling grassy areas. The Kiwanis Recreation Center includes the Valley's first and only indoor wave pool. The one-of-a-kind Cloud at Kiwanis Park is a splash play area that attracts hundreds of people every summer.

The land for the park was purchased in 1972 with a 50 percent grant from the Bureau of Recreation. The site was selected as a result of an open space study completed by the City in 1969, and was named after the Kiwanis Club, who donated funds for the development of this regional park. The park has served Tempe and area residents since 1974; the Kiwanis Recreation Center opened in 1988.

The park, which is just over one mile long, varies between approximately 1/8- to 1/4-mile wide, and runs alongside Salt River Project's Western Canal and the Western Canal Multi-Use Path. Additionally, the larger park and recreation center includes eight distinct, yet interconnected activity zones, which aid in the management of the park.

## B. Plan Purpose & Methodology

### Purpose

The purpose of this planning effort is to create a management plan for Kiwanis Park and Kiwanis Recreation Center to guide decision-making for park and recreation center use, maintenance strategies, and future improvements. Recently, the park and recreation center have received multiple separate improvements, which have been planned and implemented independently from one another. This plan will provide a unified vision for the park and recreation center for the next 15 years.

### Strategic Priorities

Each recommendation of this plan will address one or more of Tempe City Council's five Strategic Priorities:



Safe & Secure  
Communities



Strong Community  
Connections



Quality of Life



Sustainable Growth  
& Development



Financial Stability  
& Vitality

## Guiding Principles

This management plan follows five guiding principles to ensure quality and diversity throughout the planning effort:

1. **Public Ownership:** balance between special events and everyday experiences
2. **Connectivity:** to, through and from the park
3. **Opportunity:** vibrant combination of active and passive activities for all walks of life
4. **Sustainability:** social equity, health/wellness, asset preservation, environmental stewardship and economic value
5. **Identity:** balancing the single park identity with multiple distinct activity zones

## C. Planning Process

GreenPlay, along with Environmental Planning Group (EPG), worked with staff and residents in an inclusive way to develop the Kiwanis Park Management Plan. The project consisted of the following tasks:

- Strategic Kick Off
- Review and incorporation of other city planning documents
- Community and Stakeholder Engagement
- Market Assessment
- Program Analysis
- Maintenance Analysis
- Asset Inventory and Assessment
- Funding Analysis
- Draft Plan with Recommendations
- Final Plan with Recommendations

## D. Recommendations

Six desired outcomes were developed:

1. Enhance user experiences through environmental and built infrastructure
2. Enhance user experiences through events, leagues and programs, service delivery and affordability
3. Enhance organizational efficiencies
4. Increase financial opportunities
5. Focus on environmental sustainability
6. Improve stakeholder understanding and support

## D. Relevant Planning Documents

The planning process included review and implementation of several city plans that are already in place, including:

- 2001 Parks & Recreation Master Plan
- Aquatics Needs Assessment Study
- Arts & Culture Plan
- Character Area Plan
- Previous Kiwanis Park Community Surveys
- General Plan 2040
- Parks & Recreation Capital Improvement Program Plan
- Transportation Master Plan
- Urban Forestry Master Plan
- Rio Salado and Beach Park Master Plan
- Climate Action Plan

## II. Action Plan

The following recommendations, objectives and action items have been developed to guide implementation of the plan. All cost estimates are in 2020 figures, where applicable, and are dependent on the extent of the enhancements and improvements determined or known at that time.

Timeframe:

- Ongoing
- #1 to be completed in the next 5 years
- #2 to be completed in the next 5-10 years
- #3 to be completed in the next 10-15

### Recommendation 1: 1. Enhance User Experiences Through Environmental & Built Infrastructure

Objective 1.1: Proactively maintain facilities and amenities.			
Actions	Capital Cost Estimate	Operational Budget Impact	Timeframe

# III. Community & Park Profile

## A. Demographic Profile

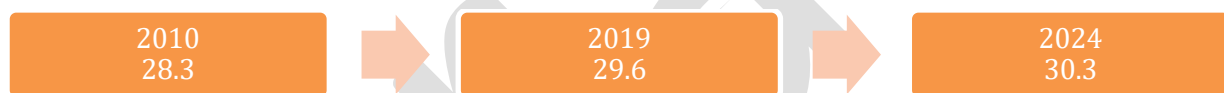
### Market Assessment – Demographic and Trends Studies

A demographic study of Tempe and the area surrounding Kiwanis Park was conducted to better understand the population today and to be able to project the changes anticipated for the population for the next five to fifteen years.

By analyzing population data, trends emerge that can inform decision-making and resource-allocation strategies specific for Kiwanis Park. A complete demographic profile was compiled in July 2019 from a combination of sources including the Esri Business Analyst, American Community Survey, and U.S. Census, and is included as an appendix to this report.

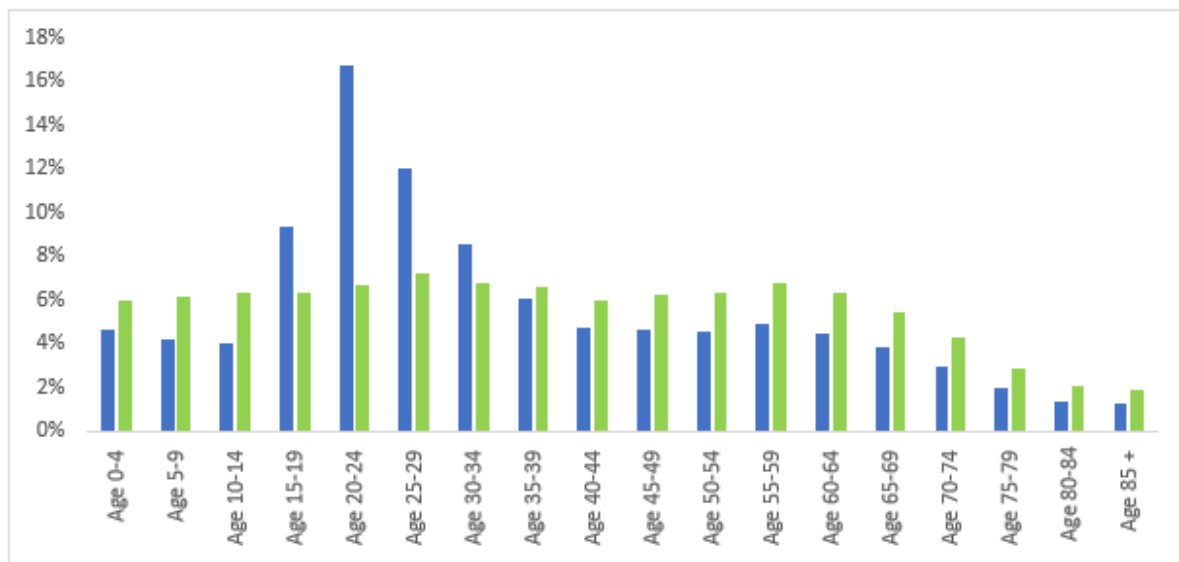
The following topics from the complete Tempe, Arizona, demographic profile are specifically relevant to the development of the Management Plan for Kiwanis Park and Recreation Center. Understanding the makeup of the most likely users of Kiwanis Park and Recreation Center helps the development of recommendations for programs, services, amenities and facilities.

**Figure 1: Median Age between 2010 and 2024**



**Figure 2: 2019 Age Distribution**

2019 Age Distribution in Tempe (Blue) and USA (Green)



The key demographic information identified will help guide the recommendations for this Management Plan:

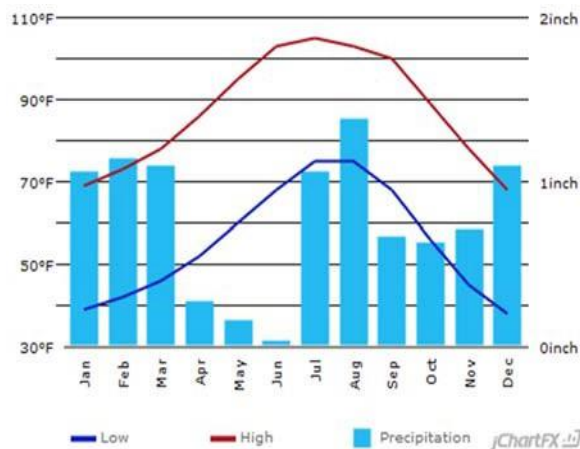
- The potential population using Kiwanis Park is most likely to be an equal number of males and females.
- Median age of 29.6 years old, increasing to 30.3 years old over the next five years.
- High concentration of those between 15 and 34 years old. This age range makes up 47 percent of the population and is expected to remain stable for the next five years.
- The average Tempe household size is 2.29.
- In terms of commuting, about 17 percent of workers spend seven or more hours commuting back and forth to work each week, and 72.7 percent of commuters drive alone in a car to work.
- Implications for recommendations include:
  - Focusing on the 15 – 34 year-old age range
  - Ensuring adequate parking
  - Ensuring access to park, facilities, and amenities before and after normal work hours

## B. Area Characteristics and Climate

Kiwanis Park is located in the geographic center of the City of Tempe. It is located with two major east-west arterials as boundaries, Baseline Road and Guadalupe Road, which also provide easy park access. The adjacent subdivision to the east, University Royal 2, was platted in 1972 with home construction soon following. Neighboring Aguilar Elementary School was constructed in the mid-1970s and underwent a complete tear-down and rebuild in 2010. Adjoining the park on its west property line is the SRP Western Canal, which was constructed from 1912 to 1913 and provided water for the surrounding agricultural area. Historical images prior to the park's construction in the mid-1970s show that the park site was in agricultural use for crop production.

Except for a few scattered buttes, the Tempe area is a relatively flat plain that gently slopes towards the Salt River approximately four miles to the north. The eastern foothills of Phoenix South Mountain Park are two miles to the west. The park's average elevation is approximately 1,180 feet above mean sea level.

Tempe is situated in the Sonoran Desert biome and experiences an arid, desert climate. Most months are characterized by moderate temperatures in the winter and high temperatures in the summer. Year-round, most days have low humidity and are sunny. In late summer, the monsoon season brings a temporary rise in humidity and an occasional tropical storm from the south and south-east. Temperatures can reach 120° in the summer and drop as low as 25° in the winter. The average high daytime temperature is 105° in July and the average low nighttime temperature is 38° degrees in December. Average annual precipitation is 9.33 inches, with the most rainfall occurring between July–August and December–March.



Average Temperature and Precipitation.  
Source: <https://www.usclimatedata.com>

## C. Existing Site Characteristics

Kiwanis Park covers approximately 125 acres. Unlike the surrounding flat plain, the park's topography has been created to include small rolling hills across the park proper that drop to the Kiwanis Lake elevation, which is roughly 15 feet below street grade. The park is irrigated via a pumping system with the lake as its reservoir, which is filled from the Western Canal. Additionally, the stormwater runoff from the surrounding area to the east drains into Kiwanis Lake.

**Aesthetics:** Existing aesthetics in the project area include views of the urban park, distant mountains, and adjacent suburban, commercial, and industrial developments.

**Biological Resources:** Most of the property is covered by an urban landscape setting that includes xeriscape and turf horticultural areas. No rare species of plants are known to exist on the project site. However, plants that are considered protected by the Arizona Native Plants law (ARS §3-901 to §3-934) may occur on the property as ornamental plantings. According to the Arizona Game and Fish Department's Online Environmental Review Tool, the park area is of low to moderate value per the Species and Habitat Conservation Guide.

**Geology:** The site's original soils were identified as Laveen Loam with 0 to 1 percent slopes, which is considered to be prime farmland if irrigated. The natural landform location for Laveen loam is as alluvial fans and stream terraces with a parent material of well drained, mixed alluvium. Salinity maximum in profile is very slightly saline to slightly saline (2.0 to 4.0 mmhos/cm). Available water storage in the profile is high (about 10.2 inches). Laveen Loam's USDA texture classification is Loam.



1969 Aerial, Source:

**Hydrology:** Based on the Arizona Department of Water Resources Well Registry, Salt River Project has two wells in the vicinity. The depth to groundwater is 88 feet (reported in 2018) and 120 feet (reported in 2008) below ground surface. The Well Registry includes several monitoring wells in the vicinity, presumably related to the industrial land uses located west of Western Canal.

**Land Use and Planning:** Per the City of Tempe Zoning Map, the park property is zoned Single Family Residential (R1-6) and Agriculture (AG). Land annexed into the City have an automatic zone of AG until such time as the City Council adopts a different zoning district for the annexed area. The AG zone is considered a residential district. Adjacent zoning includes:

- General Industrial District (GID) to the north and southwest
- Planned Commercial Center Neighborhood (PCC-1) along Baseline Road
- Single Family Residential (R1-6) to the east
- Agriculture (AG) to the south (Ken McDonald Golf Course)
- Heavy Industrial (Maricopa County Zoning IND-3) to the west within the county island

## D. Transportation

**Vehicular:** The park lies between two arterials, Baseline Road, and Guadalupe Roads. Additionally, Mill Avenue, Cornell Drive, and All America Way are classified as collectors, providing convenient vehicular access to the park from the north, east, and south. Western Canal is a physical barrier, obstructing vehicular access from the west. U.S. 60 is located one-half mile to the north of Baseline Road.

**Transit:** The City of Tempe and Valley Metro operate multiple routes that travel adjacent to the park and provide stops nearby. The routes include:

- Orbit Saturn – Cornell Drive and All America Way with flag stops in the park
- Route 62 (Hardy/Guadalupe) – Guadalupe Road
- Route 66 (Mill/Kyrene) – Baseline Road
- Route 65 (Mill/Kyrene) – Baseline Road
- Route 77 (Baseline) – Baseline Road
- Route 521 (Tempe Express 1) – Mill Avenue and Cornell Drive

**Multi-use Path:** Non-motorized access is available to the park from:

- Western Canal Multi-use Path
- El Paso Multi-use Path

The Western Canal Multi-use Path runs along the eastern bank of the Western Canal and is immediately adjacent to the park, while the El Paso Multi-use path connects the surrounding neighborhood to the east border of the park shared with Aguilar Elementary School. The park's sidewalk system provides direct connection to these multi-use paths in three locations. Both multi-use paths feature a 10-foot wide concrete ADA compliant path, complete with lighting, landscaping, rest nodes, and public art.

**Bicycle:** Bike in Tempe (BIKEiT) is Tempe's system of wayfinding signage that identify lower-stress bike facilities placed on either off-street pathways, or streets with low motorized traffic volumes and speeds. Bike boulevards are meant to connect Tempe neighborhoods to major activity centers and destinations; catering to cyclists of all ages and abilities. There are three dedicated BIKEiT bike boulevards that converge onto Kiwanis Park:

- Handlebars (runs north to south along the Western Canal)
- Pedal (runs north to south along College Avenue)
- Spoke (runs east to west along Cornell Drive/Southshore Drive)

In addition to these three bike boulevards that directly connect to Kiwanis Park, another nearby bike boulevard, Brake, runs east to west approximately one-half mile south of the park and connects riders to the Handlebars route along Western Canal, which in turn provides access to the park. Though not a designated bike boulevard, bicycle lanes are also provided along Guadalupe Road, All America Way, and Mill Avenue.

Implications for recommendations include:

- Increase access from Guadalupe and Baseline Roads
- Increase access from Western Canal Path

## IV. Community Engagement

**Public input helps guide all City of Tempe planning efforts and is an important part of the process. A robust community engagement effort took place throughout the planning process and included the following:**

### A. Strategic Kick Off (SKO) – Staff Engagement

The first step in the process was to conduct interviews and meetings with staff to gather qualitative information that would guide the development of the Kiwanis Park Management Plan from various perspectives. A Project Vision, Critical Success Factors, Performance Indicators and Guiding Principles were developed early in the planning process to assist with the development of this management plan. A combined document is included as an appendix.

### B. Focus Groups & Stakeholder Interviews

#### **Community and Stakeholder Engagement**

Focus groups, stakeholder interviews, and public meetings were also conducted with community members to gather additional qualitative information. The focus groups and stakeholder interviews were held June 3 -5, 2019 at Kiwanis Park. The goal of these sessions was to gather qualitative information that would guide the development of the Kiwanis Park Management Plan. Participants included city staff, park and facility users, community and neighborhood members, and stakeholders. Over the course of three days, 11 meetings were held with 37 community members and stakeholders. Input sought about Kiwanis Park and Kiwanis Recreation Center included: strengths, areas of improvement, additional activities desired, new amenities desired, underserved portions of the community, financial support and key issues/values. A report is included as an appendix.

### C. Public Survey

A public survey specific to Kiwanis Park was conducted during July 2019 that sought quantitative information. The goal was to gather important input and feedback that would guide the development of the Kiwanis Park Management Plan. The survey was posted on Tempe Forum from July 1-31, 2019 and 543 unduplicated survey responses were received. Input ensures the plan reflects the needs and desires of the community. The complete survey report is included as an appendix. Additionally, questions about Kiwanis Park were also included in the survey for the concurrent Parks & Recreation Master Plan update.

### D. Findings & Visioning

Additional input was sought in conjunction with the findings presentation and public meeting, held on Sept. 9, 2019. The public meeting included 20 attendees who were given the opportunity to provide input at the meeting through a written survey; the same survey was posted online from Sept. 9 – 23, 2019 through the Tempe Forum. A total of 111 unduplicated survey responses were received: 6 at the

public meeting and 105 on Tempe Forum. The complete survey results have been included as an appendix.

## **E. Draft Plan Presentation**

Final input was collected on the draft plan online and at public meetings held on December 7 and 9, 2019. The public meetings included 5 attendees who were given the opportunity to provide input at the meeting through a written survey; the same survey was posted online from December 7-22, 2019 through the Tempe Forum. A total of 44 unduplicated survey responses were received: 2 at the public meeting and 42 on Tempe Forum with 71% of respondents supporting the draft plan. The complete survey results have been included as an appendix.

## **F. Parks, Recreation, Golf & Double Butte Cemetery Board**

The Parks, Recreation, Golf and Double Butte Cemetery Board has been a key component in the public engagement process for the plan's development and recommendation. The management planning process and updates have been included on five Board meetings, providing opportunities for Board input, as well as the public.

# **V. Parks and Recreation Trends**

## **A. Tempe Parks and Recreation Influencing Trends Specific to Kiwanis Park**

Parks and recreation is vital to the Tempe community, with Kiwanis Park as a key regional park component of a larger, diverse park and recreational system. "Just as water, sewer, and public safety are considered essential public services, parks are vitally important to establishing and maintaining the quality of life in a community, ensuring the health of families and youth, and contributing to the economic and environmental well-being of a community and a region."<sup>1</sup>

The changing pace of today's world requires analyzing recreation trends from state, local and national levels. Understanding the participation levels of the City's residents, using data from the U.S. Census Bureau, combined with research of relevant national recreation trends, provides critical insights that assisted in the development of the Management Plan. These new shifts of participation in outdoor recreation, sports, cultural, and community programs are an important component of understanding and serving your community. These trends will influence the planning and management of Kiwanis Park over the next 15 years. A complete Trends Report is included as an appendix.

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<sup>1</sup> <https://www.nrpa.org/uploadedFiles/nrpa.org/Advocacy/Resources/Parks-Recreation-Essential-Public-Services-January-2010.pdf>

## National Trends

The National Recreation and Parks Association (NRPA) identified three pillars<sup>2</sup> that capture the prevalent impacts of park and recreation services nationally: conservation, social equity and health and wellness. These trends, along with other important elements, like transportation, economic development and technology, have been considered in planning for future operational and infrastructure priorities. These quality of life resources protect and enhance our environment, strengthen our economy, improve our physical and mental health as well as foster social and equity benefits for community members.

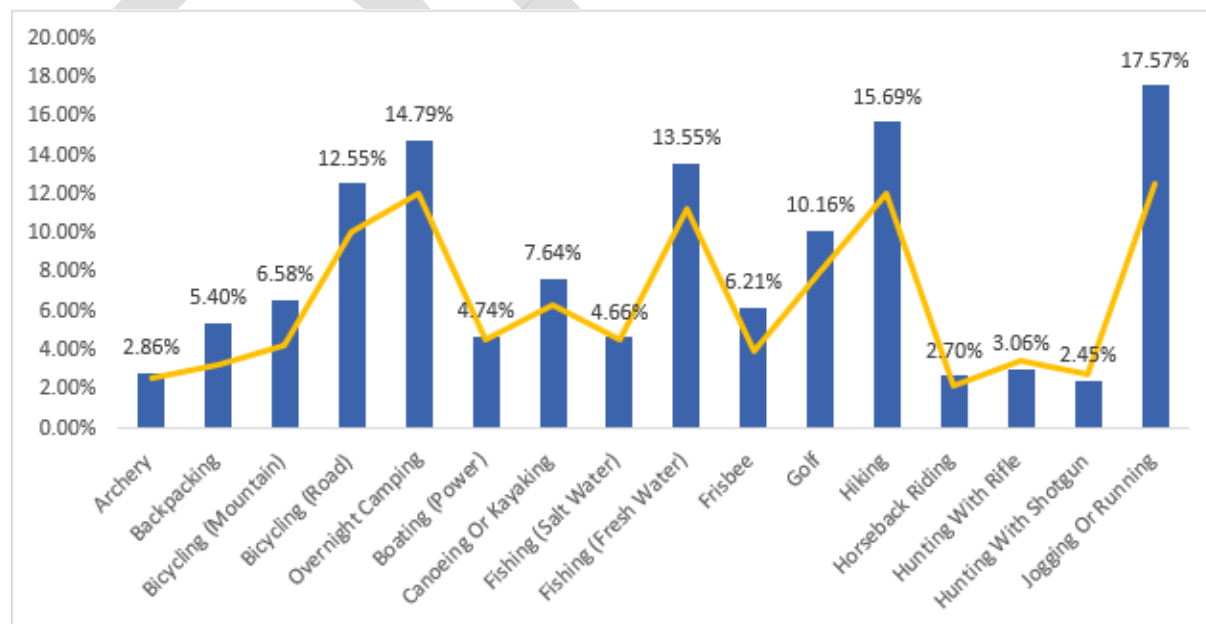
## State & Local Trends

The Arizona Statewide Comprehensive Outdoor Recreation Plan (SCORP)<sup>3</sup> promotes a holistic, statewide view to guide outdoor recreation managers and decision makers on policy and funding issues. During the creation of this plan it became apparent how the state initiatives supported the national pillars. Though similar to the national pillars, a few changes were made to make them more relevant in Arizona: conservation, optimizing system vitality, accessibility and inclusion and thriving individuals and communities. Additionally, the AZ SCORP committee identified seven priorities that inform and influence park and recreation infrastructure and service: engagement, collaboration and partnerships, marketing, communication and educational opportunities, funding, technology, youth inclusion and connectivity.

## Outdoor Recreation Behavior

Understanding the outdoor recreation trends of likely users of Kiwanis Park helps the development of recommendations for programs, services, amenities, and facilities. The following graphic shows that jogging/running and fishing are all outdoor activities that potential users of Kiwanis Park participate in at a high level, confirmed through the public survey.

**Figure 3: Outdoor Recreation Behavior of Tempe (blue) Compared to the State of Arizona (gold)**



<sup>2</sup> <https://www.nrpa.org/our-work/Three-Pillars/>

<sup>3</sup> <https://d2umhuunwbec1r.cloudfront.net/gallery/0004/0044/CD0A6D173F214CBDBF094883D028D137/ASPT-SCORP2017-web.pdf>

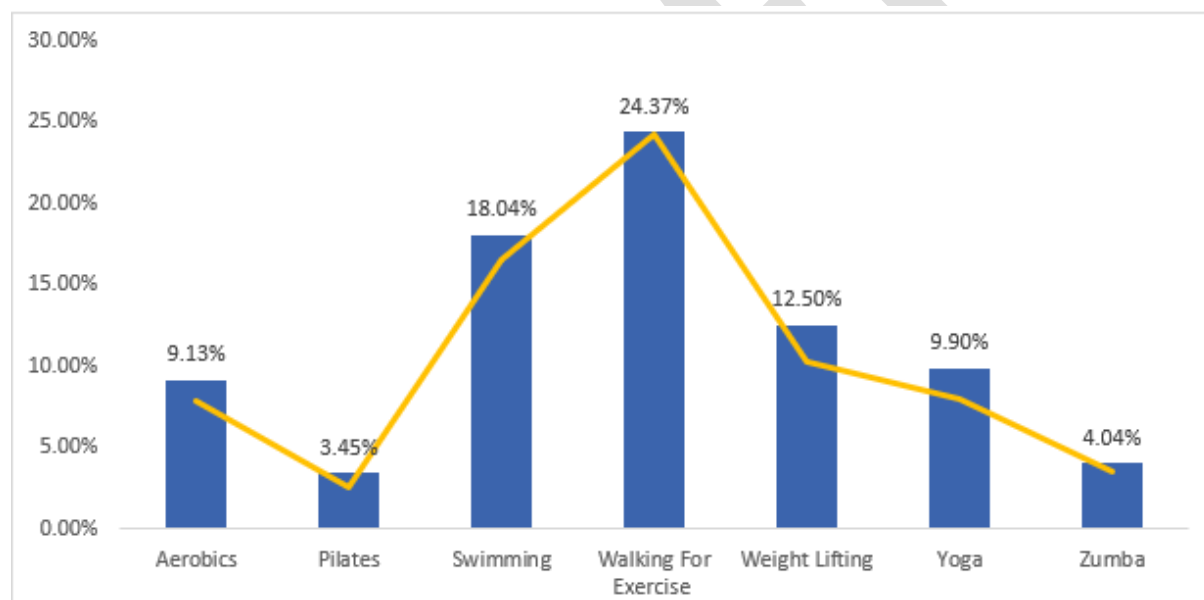
Implications for recommendations include:

- Ensuring path and trail connectivity, as well as proper maintenance and condition
- Focusing on Kiwanis Park Lake and access/support for fishing activities

### Fitness and Health Behavior

Understanding the fitness and wellness trends of likely users of Kiwanis Park and Recreation Center helps the development of recommendations for programs, services, amenities, and facilities. **Figure 4** shows walking for exercise, swimming and weightlifting are the top three fitness/wellness activities in which potential users of Kiwanis Park participate, reinforce through the public survey. Additionally, the installation of outdoor fitness equipment along the trails, has provided improved opportunities for outdoor exercise. These exercise stations have been modernized to withstand weather and heavy use. These can be spaced out or a more popular option is to cluster the fitness apparatus just off the trail with a peaceful and pleasing view of nature or playgrounds.

**Figure 4: Fitness and Wellness Participation of Tempe (blue) compared to the State of Arizona (gold)**



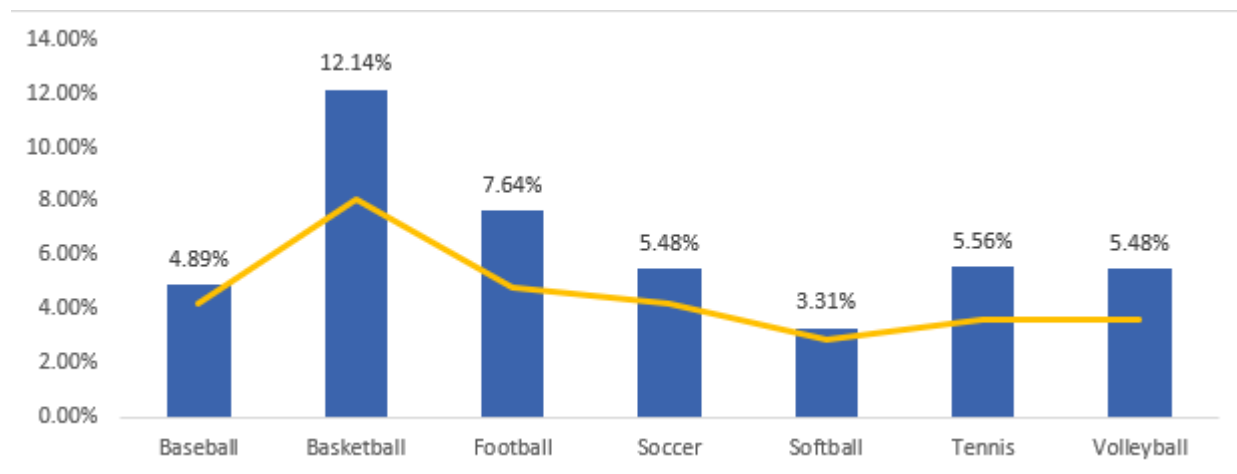
Implications for recommendations include:

- Ensuring path and trail connectivity, as well as proper maintenance and condition
- Consider future alterations and improvements to the aquatic facility within Kiwanis Recreation Center
- Consider expanded fitness facility and programs in the recreation center
- Consider developing outdoor fitness area/s or nodes

### Team Sport Participation

Understanding the team sport trends of likely users of Kiwanis Park helps the development of recommendations for programs, services, amenities, and facilities. The following graphic shows basketball, football, tennis, and volleyball are the top four fitness/wellness activities in which potential users of Kiwanis Park participate.

**Figure 5: Team Sport Household Participation in Tempe (blue) compared to State of Arizona (gold)**



Implications for recommendations include:

- Ensuring availability of indoor and outdoor basketball and volleyball courts.
- Continued focus on providing high quality tennis facilities and programs.
- Consider enhancements to diamond and rectangular fields at Kiwanis Park.
- Continue to maintain and enhance field and facilities.

### **Aquatics and Water Recreation Trends**

Indoor swimming, including leisure and therapeutic pools as well as indoor and outdoor spray pads, are becoming increasingly popular. These trends in collaboration with the findings from the recently completed Aquatics Needs Assessment will be considered when making recommendations for this Management Plan. Implications for recommendations include:

- Consider future alterations to aquatic facility within Kiwanis Recreation Center.

### **Splash Play Areas**

The “Cloud” at Kiwanis Park, Tempe’s largest splash play amenity opened in 2018.

Splash pads or splash playgrounds have seen enormous growth in popularity over the past decade. Compared to a traditional aquatic facility, splash play areas typically incur lower maintenance costs, less programming, and lower staffing costs. Over a third of survey respondents said that the City should plan to add splash play areas to the list of features. Implications for recommendations include:

- Continue upgrading and maintaining existing Cloud splash playground.
- Consider adding additional splash pads in other locations of Kiwanis Park.



## Dog Parks

Dog parks continue to see high popularity and have remained among the top planned addition to parks and recreational facilities over the past three years. They help build a sense of community and can draw potential new community members and tourists traveling with pets.<sup>4</sup> Implications for recommendations include:

- Consider the addition of a dog park to Kiwanis Park.

## Trees & Shade Structures

Finding ways to utilize Kiwanis Park throughout the summer months is challenging due to the extreme heat that Tempe experiences. As identified in the draft report from the 2019 Heat Impact Project, a partnership between the City of Tempe and Arizona State University, funded by Pew Charitable Trusts and Robert Wood Johnson Foundation, the greatest reduction in median radiant temperature in parks is accomplished through a combination of trees and shade structures. Though trees provide increasing protection and benefits as they mature, with leaves absorbing about 95 percent of ultraviolet radiation, they also take time to grow large enough to make a significant impact. Therefore, the installation of shade structures can provide immediate, necessary shade, especially for “creating more usable playspaces for more hours each day and further into the summer season.” Implications for recommendations include:

- Add additional shade structures at high use and at spectator soccer and softball fields.
- Add additional shade and trees throughout the park, especially in areas of extreme heat, like around playgrounds with rubber surfacing.
- Consider species selection dependent upon the area.
- Maintain and expand existing ramadas.

## Signage and Wayfinding

To increase perception and advocacy, a parks and recreation professional needs to prioritize opportunities that impact the way the community *experiences the system*. This can start with signage, wayfinding, and park identity. Signage, wayfinding, and park identity encourages awareness of locations and amenities. A park system impacts the widest range of users in a community; reaching users, and non-users, across all demographic, psychographic, behavioral, and geographic markets is an important opportunity. In a narrower focus, the park system is the core service an agency can use to provide value to its community (ex. partnerships between departments or commercial/residential development, high-quality and safe experiences for users, inviting community landscaping contributing to the overall look or image of the community, etc.). Signage, wayfinding, and park identity can be a central part of continued engagement by the community, and provide a higher perception or awareness of a park system, which can positively impact health outcomes. Implications for recommendations include:

- Develop a clear identity for Kiwanis as a regional park.
- Consideration for improved entrance and wayfinding signage to Kiwanis Park.
- Improve signage throughout Kiwanis Park.
- Consideration of improved signage designating each specific activity zone of the park.
- Implementation of future park signage design standards.
- Develop a tree tour application for the park.

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<sup>4</sup> Joe Bush, “Four-Legged-Friendly Parks, Recreation Management, February 2, 2016.

## VI. Service Level & Asset Inventory/Assessment

### Asset Inventory and Assessment

A tour of Kiwanis Park and Kiwanis Recreation Center was conducted to assess the primary assets such as facilities, activity areas, and amenities. An updated accurate inventory and assessment of Kiwanis Park and all associated facilities and amenities is critical in the development of management plan recommendations. The asset inventory and assessment document is attached as an appendix to the final plan.

A fundamental part of the planning process is to assess Kiwanis Park and the Kiwanis Recreation Center's current service level and asset inventory. The City of Tempe utilizes a qualitative maintenance standard based on the use facility function, use, popularity, and recreation provided to park and facility users. To assess the current Service Level, the GreenPlay team conducted an inventory, mapping amenities, and providing a general assessment of Kiwanis Park's recreation opportunities and facilities. The result is a comprehensive accounting of the park's primary and support assets, from the largest primary assets, such as the lake and the Kiwanis Recreation Center, to smaller support assets, such as picnic tables, benches, and drinking fountains. The assessment provides the City of Tempe with a clear understanding of the current Kiwanis Park assets and their existing conditions. The database allows city staff to quickly access the park inventory and assessment information, which aids in park planning and asset management budgeting efforts. The inventory and assessment provide a greater understanding of park maintenance, user needs, and subsequently a better overall park experience for the community. The asset inventory and assessment has been included as an appendix.

## VII. Park Layout

### Activity Zones

The main park and recreation center features can be subdivided into eight activity zones, not including the city operations yard:

- **North Activity Zone:** This XYZ acre activity zone stretches from the northern boundary of the park (Baseline Road) to the northern section of the Lake Activity Zone. The activity zone contains both active and passive opportunities and is often used for events. It also includes The Cloud splash play area and a covered playground. Additional recreational amenities include a concession area, restroom facility, parking lot, covered picnic ramadas, benches/tables, and paths.
- **Lake Activity Zone:** This XYZ acre activity zone stretches from the southern section of the North Activity Zone to the northern section of the Ruben Romero Activity Zone. The focal point of the activity zone is the lake itself, which provides boating and community fishing opportunities for park users. In addition to the lake, this area includes covered picnic ramadas, lakeside fishing ramadas, a restroom facility and paths.
- **Ruben Romero Activity Zone:** This XYZ acre activity zone stretches from the southwestern section of the Lake Activity Zone to the northern section of the Sister Cities Activity Zone. This fenced in area is only available for use by reservation and is not left

open. It is utilized as an event and rental space, and includes multiple covered picnic ramadas, sand volleyball courts, basketball courts and a restroom facility.

- **Sister Cities Activity Zone:** This XYZ acre activity zone stretches from the southern section of the Ruben Romero Activity Zone to the northern section of the Kiwanis Recreation Center Activity Zone's western parking lot. The focal point of the activity zone is the Dick and Jane Neuheisel Tempe Sister Cities Garden, which commemorates the Tempe Sister Cities' international exchange program and honors its members, volunteers, program participants, and supporters. The secluded area is open year-round and is available for wedding and event rentals. It includes an event space/stage, restroom facility, uncovered tables/benches and internal paths.
- **Fiesta Activity Zone:** This XYZ acre activity zone stretches from the Mill Avenue/All America Way intersection to the northern section of the Ballfield Activity Zone. The activity zone contains both active and passive opportunities and is often used for corporate events, as well as small and large reservations. It also includes a large playground area, covered picnic ramadas, restroom facility, sand volleyball courts, basketball court, parking area and paths.
- **Ballfield Activity Zone:** This XYZ acre activity zone stretches from southern section of the Fiesta Activity Zone to the northern section of the Recreation Center Activity Zone. The activity zone contains both active and passive opportunities. The four diamond fields are the focal point of the activity zone, which are open for use either by reservation or for drop-in play. The area also includes restroom facilities, bleachers and paths.
- **Recreation Center Activity Zone:** This XYZ acre activity zone stretches from southern section of the Ballfield Activity Zone to the northern section of the South Activity Zone. The activity zone contains both active and passive opportunities. The recreation center, wave pool, batting cages and tennis center are the focal points of the activity zone.
- **South Activity Zone:** This XYZ acre activity zone stretches from the northern section of the Recreation Center Activity Zone to the southern boundary of the park (Guadalupe Road). The activity zone contains both active and passive opportunities and is often used for events. It also includes three multi-use rectangular fields, open space and paths.



## Kiwanis Park: Activity Zones



NOVEMBER 2019

## VIII. Program Analysis

A review of recreation/customer service programs/sports programs, policies, and practices was conducted for Kiwanis Park and the Kiwanis Recreation Center. Understanding participants' perception of the quality of customer experience and service, as well as the consistency of staff in managing policies and operations is an important element in the development of recommendations for a Management Plan.

A review of programs and services offered in Kiwanis Park and at the Kiwanis Park Recreation Center was conducted. Information was provided by Tempe staff, during public engagement activities and through the need's assessment survey conducted by Tempe staff. Overall analysis indicates that the correct mix of programs and services is being offered to meet community needs and desires.

The following areas were identified as areas for potential enhancement or change and had implications for recommendations for the management plan:

- Consider retiring current programs with high cancellation rates

## IX. Funding Analysis

Parks and recreation operating budgets are part of the City of Tempe's General Fund with primary sources of funds from local sales and bed tax, state shared revenue, primary property tax and revenue from admissions and registrations. The primary source of funding for Capital Improvement Projects are voter-approved general obligation bonds repaid through secondary property tax. Development Impact Fees are another source of funding for capital projects.

GreenPlay has compiled an extensive list of potential funding sources for public parks and recreation identified through over 35 years of consulting with agencies across the United States. They were provided for the City of Tempe staff to review for potential use for implementation of Kiwanis Park Management Plan. Many may already be in place, and some may not be permissible in Tempe, however others may be useful. A funding analysis exercise was completed with the project team and helped inform plan recommendations.

## X. Maintenance Analysis

The city utilizes both qualitative and quantitative standards in order to influence park experiences. GreenPlay reviewed maintenance standards and practices, a field visit was conducted, and public outreach comments were taken into consideration to help guide future maintenance operations. Overall, many areas of the park are well-maintained, but there are multiple areas where task frequencies are not aligned with the park's overall service level, which negatively affect the quality of park maintenance and, ultimately, park user experience, as indicated by some public comments. Unfortunately, this is a result of lower staffing levels than the service level requires, as a regional park.

The following areas were identified as areas for potential enhancement or change, and had implications for recommendations for the management plan:

- Prioritize safety and cleanliness tasks, especially in restrooms, the lake, and other high-use areas of the park.
- Ensure adequate maintenance on picturesque and unique areas of the park, such as the rose garden.
- Ensure areas that are relatively hidden and not frequently visited by the public (such as: Dick and Jane Neuheisel Sister Cities Garden & Ruben Romero Activity Zone) are kept in good condition, enabling smaller, targeted efforts to prepare for events and reservations.
- Ensure proper reporting of maintenance items that are under the jurisdiction of other departments, such as graffiti.
- Align all park maintenance tasks with service level standards; seek funding for areas that are below standards (labor, supplies & equipment).
- Properly align maintenance funding and task frequencies to extend service lives of amenities and infrastructure, as well as improving aesthetics.
- Assess trees and remove as needed due to disease, damage, or natural senescence; remove or machine grind stumps below grade.
- Replace missing trees and plant new trees to help sustain canopy and maintain species and age diversity.
- Identify and implement design modifications that could improve maintenance or reduce task burdens, especially in areas of extreme slope and run-off.